

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of Herb Sorensen

December 19, 2003

Serial No. : 10/667,213

Group Art Unit : 2124

Filed : September 19, 2003

Our Docket No. : SNS 307

For : SHOPPING ENVIRONMENT ANALYSIS SYSTEM AND
METHOD WITH NORMALIZATION

Commissioner for Patents
Office of Initial Patent Examination
Customer Service Center
P.O. Box 1450
Alexandria, Virginia 22313

Sir:

REQUEST FOR CORRECTION OF FILING RECEIPT

Applicant is returning herewith for correction the official filing receipt in the above identified application received in this office on December 15, 2003. The receipt incorrectly lists the priority date of the priority application as October 17, 2002. It should --September 20, 2002--. The original filing receipt and a copy of the first page of the application, setting forth the priority information, are enclosed.

Accordingly, applicant respectfully requests that the filing receipt for the above-identified application be corrected to indicate that the priority date of the application is September 20, 2002.

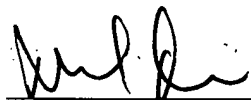
CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Commissioner for Patents, Alexandria, Virginia 22313, on December 19, 2003.


George Painter

Date of Signature: December 19, 2003

Respectfully submitted,
KOLISCH HARTWELL, P.C.



Mark D. Alleman
Customer No. 23581
Registration No. 42,257
of Attorneys for Applicant
520 S.W. Yamhill Street, Suite 200
Portland, Oregon 97204
Telephone: (503) 224-6655
Facsimile: (503) 295-6679



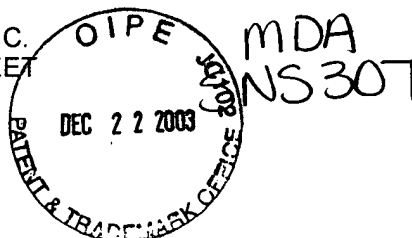
UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
 United States Patent and Trademark Office
 Address: COMMISSIONER FOR PATENTS
 P.O. Box 1450
 Alexandria, Virginia 22313-1450
 www.uspto.gov

APPL NO.	FILING OR 371 (c) DATE	ART UNIT	FIL FEE REC'D	ATTY. DOCKET NO	DRAWINGS	TOT CLMS	IND CLMS
10/667,213	09/19/2003	2124	645	SNS 307	14	50	2

CONFIRMATION NO. 7032

23581
 KOLISCH HARTWELL, P.C.
 520 S.W. YAMHILL STREET
 SUITE 200
 PORTLAND, OR 97204



FILING RECEIPT



OC000000011483705

Date Mailed: 12/12/2003

Receipt is acknowledged of this regular Patent Application. It will be considered in its order and you will be notified as to the results of the examination. Be sure to provide the U.S. APPLICATION NUMBER, FILING DATE, NAME OF APPLICANT, and TITLE OF INVENTION when inquiring about this application. Fees transmitted by check or draft are subject to collection. Please verify the accuracy of the data presented on this receipt. **If an error is noted on this Filing Receipt, please write to the Office of Initial Patent Examination's Filing Receipt Corrections, facsimile number 703-746-9195. Please provide a copy of this Filing Receipt with the changes noted thereon. If you received a "Notice to File Missing Parts" for this application, please submit any corrections to this Filing Receipt with your reply to the Notice. When the USPTO processes the reply to the Notice, the USPTO will generate another Filing Receipt incorporating the requested corrections (if appropriate).**

Applicant(s)

Herb Sorensen, Corbett, OR; ✓

Domestic Priority data as claimed by applicant

This appln claims benefit of 60/419,389 10/17/2002 *9/20/02*

Foreign Applications

If Required, Foreign Filing License Granted: 12/12/2003

Projected Publication Date: To Be Determined - pending completion of Missing Parts

Non-Publication Request: No

Early Publication Request: No

** SMALL ENTITY **

Title

Shopping environment analysis system and method with normalization ✓

Preliminary Class

DOCKETED
 By *[Signature]* Date *2/16/03*

Foreign filing LTC docketed March 19, 2004.

**LICENSE FOR FOREIGN FILING UNDER
Title 35, United States Code, Section 184
Title 37, Code of Federal Regulations, 5.11 & 5.15**

GRANTED

The applicant has been granted a license under 35 U.S.C. 184, if the phrase "IF REQUIRED, FOREIGN FILING LICENSE GRANTED" followed by a date appears on this form. Such licenses are issued in all applications where the conditions for issuance of a license have been met, regardless of whether or not a license may be required as set forth in 37 CFR 5.15. The scope and limitations of this license are set forth in 37 CFR 5.15(a) unless an earlier license has been issued under 37 CFR 5.15(b). The license is subject to revocation upon written notification. The date indicated is the effective date of the license, unless an earlier license of similar scope has been granted under 37 CFR 5.13 or 5.14.

This license is to be retained by the licensee and may be used at any time on or after the effective date thereof unless it is revoked. This license is automatically transferred to any related applications(s) filed under 37 CFR 1.53(d). This license is not retroactive.

The grant of a license does not in any way lessen the responsibility of a licensee for the security of the subject matter as imposed by any Government contract or the provisions of existing laws relating to espionage and the national security or the export of technical data. Licensees should apprise themselves of current regulations especially with respect to certain countries, of other agencies, particularly the Office of Defense Trade Controls, Department of State (with respect to Arms, Munitions and Implements of War (22 CFR 121-128)); the Office of Export Administration, Department of Commerce (15 CFR 370.10 (j)); the Office of Foreign Assets Control, Department of Treasury (31 CFR Parts 500+) and the Department of Energy.

NOT GRANTED

No license under 35 U.S.C. 184 has been granted at this time, if the phrase "IF REQUIRED, FOREIGN FILING LICENSE GRANTED" DOES NOT appear on this form. Applicant may still petition for a license under 37 CFR 5.12, if a license is desired before the expiration of 6 months from the filing date of the application. If 6 months has lapsed from the filing date of this application and the licensee has not received any indication of a secrecy order under 35 U.S.C. 181, the licensee may foreign file the application pursuant to 37 CFR 5.15(b).



SHOPPING ENVIRONMENT ANALYSIS SYSTEM AND METHOD WITH NORMALIZATION

Cross-References To Related Applications

[0001] This application claims priority under 35 U.S.C. § 119 to U.S. provisional patent application, Serial No. 60/419,389, entitled "SHOPPING ENVIRONMENT ANALYSIS SYSTEM AND METHOD," filed on September 20, 2002, the entire disclosure of which is herein incorporated by reference. This application also claims priority under 35 U.S.C. § 120 to U.S. patent application, Serial No. 10/115,186, entitled "PURCHASE SELECTION BEHAVIOR ANALYSIS SYSTEM AND METHOD," filed on April 1, 2002, which in turn claims priority under 35 U.S.C. § 119 to U.S. provisional patent application, Serial No. 60/291,747, entitled "PURCHASE SELECTION BEHAVIOR ANALYSIS SYSTEM BASED ON LINKED PURCHASE RECORDS AND SHOPPING PATH CHARACTERISTICS," filed on May 15, 2001, and to U.S. provisional patent application, Serial No. 60/291,746, entitled "CONSTRAINED STATISTICALLY ENHANCED LOCATION AND PATH ANALYSIS SYSTEM," filed on May 15, 2001. The entire disclosure of each of these applications is herein incorporated by reference.

Field of the Invention

[0002] The present invention relates generally to a shopping environment analysis system and method, and more particularly to a shopping environment analysis system and method that utilizes normalization.